

Manufacturing a Movement

Town Hall Tenacity

In Fall 2007, AAM sponsored the first in an annual series of nationwide Town Hall meetings, attracting thousands of voters. Actor John Ratzenberger, manufacturing advocate and host of the TV series “Made in America,” moderated the inaugural events. Since then, we’ve visited nearly 40 cities in 17 states, with marquee guests including business owners, workers, leading Democratic and Republican officials, NFL players, and policy experts.

Buy America

In February 2009, when Congress approved the ARRA ‘Recovery Act,’ AAM demanded that Congress not outsource the spending to China by including Buy America preferences. When a Senate amendment tried to strip Buy America from the bill, AAM successfully led the effort to save it.

Presidential Plaudits

In April 2008, at the height of the fevered battle for the Democratic presidential nomination, candidates Barack Obama and Hillary Clinton spoke at an AAM Presidential Candidates Forum in Pittsburgh, the only one of its kind in that election cycle.

Road Trip

AAM launched a 10 state, 32 city tour in May 2012 to trumpet the importance of America’s auto sector not only to Detroit, but also to communities all across America. And Washington heard that message: The Administration launched a rescue of GM and Chrysler, preserving hundreds of thousands of jobs in autos, auto parts, and the communities that depend on those jobs. Today, those companies are profitable, gaining market share and creating jobs in America.

Don’t Tread on Tires

In September 2009, President Obama slapped tariffs on imported Chinese tires that were causing American factory closures and job losses. AAM mounted a grassroots campaign and offered expert testimony to support the case, which has helped add back more than 1,000 tire jobs nationwide.

Cleaning Up Clean Energy Trade

In 2010, AAM helped launch the fight to stop China’s predatory trade practices in the green technology arena. 224 Senators and Members of Congress joined us. President Obama swiftly accepted the entire 5,800 page Section 301 case for investigation. So far, China has agreed to dismantle one of its illegal programs. The United States Trade Representative (USTR) subsequently filed a WTO case on China’s export limits of rare earth elements.

Prime Time Policy

President Obama’s January 2012 State of the Union Address put Made in America front and center for the first time in more than a generation. He stressed the importance of manufacturing and outlined many of AAM’s policy goals, many experts and pundits.

We Make It

In July 2010, when House Democrats launched a ‘Make it in America’ agenda, it was in response to AAM’s national polling of voter attitudes toward manufacturing, outsourcing and China. The House then passed a series of bills designed to create American manufacturing jobs.

Filibuster Busters

In September 2010, when the House passed a bipartisan China currency bill, it was due in part to AAM’s aggressive advocacy efforts in Washington and across the nation. And again in October 2011, the U.S. Senate passed a bipartisan China currency bill, thanks in part to AAM’s strong advocacy efforts, overcoming a leadership-led filibuster—the only significant piece of legislation to break that gridlock.

We Approve This Message

The 2012 election cycle included nearly one million airings of ads focused on jobs. Both parties and their supporters spent more than \$50 million on China ads alone. The factory was the most ubiquitous physical image of campaign advertising. An outsourcing ad was rated the most effective spot of the election cycle. Our bipartisan polling showed the politicos that voters were hungry for Made in America. Our analysis—prepared by Kantar Media/CMAG—showed the politicos delivered, at least rhetorically.